



2020 Census Operational Review

Presentation to the National Advisory Committee on Racial, Ethnic and Other Populations

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Operational Timelines: Original and Pandemic-Adjusted

Activity / Operation	Original Dates	Final Dates
Update Leave (Stateside)	March 15 – April 17	Phased re-opening occurred between May 4 and June 12
Service Based Enumeration	March 30 – April 1	September 22 – 24
Targeted Non-Sheltered Outdoor Locations	March 31 – April 1	September 23 – 24
Group Quarters Enumeration	April 2 – June 5	April 2 – September 3
Enumeration of Transitory Locations	April 9 – May 4	September 3 – 28
Nonresponse Followup*	May 13 – July 31	August 9 – October 15
Delivery of Apportionment Data**	By Statutory Deadline: December 31, 2020	April 30, 2021
Delivery Redistricting Data**	By Statutory Deadline: March 30, 2021	September 30, 2021

*For a period of time, NRFU was 8/11/20-10/31/20.

**For a period of time, delivery of apportionment data by 4/30/21 and redistricting data by 7/31/21, were considered.

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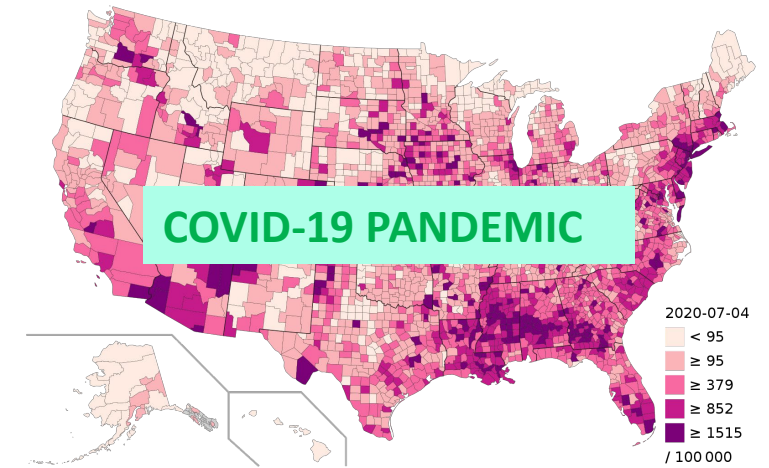
Field Concerns in 2019

- **We might not reach our recruiting goals due to the historic low unemployment**
 - We needed 2.67 million applicants
 - We ended up with 3.1 million applicants
- **We may not generate enough ground support from partner organizations**
 - We estimated 300,000 partner organizations
 - We ended up with nearly 400,000 organizations
- **The Internet Self Response site might fail and therefore increase the Nonresponse Followup workload significantly**
 - The site had zero downtime
 - Self-response exceeded 2010

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Field Realities in 2020

1. Field offices and paper data capture facilities continued working during the nationwide stay-at-home phase.
2. We became PPE experts – acquiring, distributing, training, and using
3. Field training was modified almost overnight to a virtual training program for more than 500,000 employees
4. Extraordinary efforts were made to onboard and retain field staff
5. Travel enumeration teams were deployed to lower performing areas
6. Difficult to access areas became a major focus
 - Tribal areas closed due to COVID-19
 - Wildfire impacted areas in Washington, Oregon, and California
 - Hurricane impacted areas, primarily in southwest Louisiana



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Service-Based Enumeration (SBE)

Background: The SBE operation is conducted at service-based locations and targeted non-sheltered outdoor locations (TNSOLs) to provide an opportunity for people experiencing homelessness to be included in the census. Prior to operational adjustments made in lieu of COVID-19, SBE was originally scheduled to be conducted March 30 – April 1.

Consulted With Major Stakeholders: In late May/early June we consulted with 67 organizations to assist the Census Bureau in determining the date to conduct SBE/TNSOL. Determining an optimal date to conduct SBE took into consideration the need to conduct a thorough and accurate enumeration, while also understanding the needs of our external partners, which are crucial during SBE.

- 34 direct service, civil rights and other national partners and stakeholders who advocate on behalf of persons experiencing homelessness
- 30 City, County, and State governments
- 3 Federal Offices

Feedback from Stakeholders: There was a consistent and a nearly unanimous recommendation to conduct SBE/TNSOL operations in the Fall time frame. Reasons cited for this include:

- Seasonality is a big concern for homeless service providers. People move around based on the weather. Late September more closely mirrors where people would have been in March. This is probably the single largest concern and influencer in their recommendation.
- Summer is more difficult to count people experiencing homelessness, as fewer people use shelters and people are much more spread out.
- Impacts from the coronavirus are significant right now in the homeless community. Stakeholders felt enumerating in late July would be too close to the current outbreak. They haven't "left" the current outbreak and worries about a possible second wave are too unknown.
- Service providers are burned out due to the pandemic. Getting ready to conduct SBE in July would be tough - end of September gives them time to regroup and fully prepare.

Operational Decision: Based on the feedback from our stakeholders, input from Census experts, and consultation with operational team leads, September 22 – 24 was selected to conduct SBE and TNSOL.

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Field Outcomes

- 20% of the 523,000 field employees were bilingual and spoke more than 400 languages or dialects.
- Field systems for 2020 worked exactly as planned and played a major role in increasing enumerator productivity by nearly double over 2010.
- Nonresponse Follow-up, in spite of all the unprecedented challenges, was fully completed with remarkable execution.
- Partner organizations changed their ground game to virtual overnight and motivated their constituents to answer the census.
- The Census Bureau, and most importantly, the American People, achieved something that many thought impossible – a complete census during a global pandemic.

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Summary of Self-Response

Original Dates: March 12 – July 31, 2020

Adjusted Dates: March 12 – October 15, 2020

- **2020 Census addresses resolved by Self-Response*: 65.3%**
 - Exceeded 2010 Census addresses resolved by Self-Response** of 61.1%
 - Addresses resolved by Self-Response by Mode:
 - **Internet: 79.7%**
 - **Paper: 18.1%**
 - **Phone: 2.1%**
- 6 States with a percentage of addresses resolved by Self-Response at or above 70% vs 0 States in 2010
- 39 States (including DC) with a percentage of addresses resolved by Self-Response at or above 60% vs 27 States (including DC) in 2010
- All 50 States plus DC met or exceeded the percentage of addresses resolved by Self-Response compared to 2010

*Final 2020 Operational Self-Response Rate: 67.0% of people invited to self-respond

**Final 2010 Operational Self-Response Rate: 66.5% of people invited to self-respond

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Nonresponse Followup Summary

- Operational Dates: August 9 – October 15, 2020
- Successful implementation of a rolling soft launch that began July 16, 2020
- **Among those that were identified as occupied households in Nonresponse Followup:**
 - **55.5% enumerated with a household member**
 - **26.1% resolved with a proxy respondent**
 - This is comparable to the 2010 Census, in which 24.7% of occupied households in Nonresponse Followup were enumerated via proxy
 - **18.4% enumerated using high-quality administrative records**
- **Among those that were identified as vacant households in Nonresponse Followup:**
 - **85.5% resolved with a proxy respondent**
 - **14.5% enumerated using high-quality administrative records**
- **Among those that were identified as deleted households in Nonresponse Followup:**
 - **96.4% resolved with a proxy respondent**
 - **3.6% enumerated using high-quality administrative records**

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Overall Data Collection Successes

- **99.9% resolution** In all 50 states, the District of Columbia and the Commonwealth of Puerto Rico, more than 99% of all addresses have been resolved. In all but one state that number tops 99.9%.
- **2 in 3 households responded on their own**
 - 65.3% of census addresses were resolved by self-response, 61.1% for the 2010 Census.
 - The majority (79.7%) of households that self-responded did so online, while 18.1% returned a paper form in the mail and 2.1% responded by phone.
- **Not 1 second of downtime on ISR** Internet Self-Response option successfully managed our highest traffic demand and operated throughout the census without one second of downtime.
- **Increased use of technology at every level** Automation and increased use of technology such as enumerator use of iPhones for case routing optimization, assignment management, and data collection contributed to increased enumerator productivity.
- **1.92 cases completed per hour** Achieved enumerator productivity rate of 1.92 cases per hour, compared to 1.05 cases per hour for the 2010 Census.

Thank You

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